



Chatbots for Your Business

Using ICT Services
to Strengthen
Your Business

10/2018
Issue N° 2

workforce
WindsorEssex
YOUR LOCAL EMPLOYMENT PLANNING COUNCIL

What is a Chatbot?

Have you ever been on a website, chatting with customer service, only to realize the person on the other end isn't a person at all? Chatbots most often come in the form of instant messaging on a business' website or social media page. Chatbots are transforming the way that businesses are interacting with their customers and their staff. With the popularity of smartphone devices and the establishment of text messaging as the new dominant form of communication, chatbots have been complementing customer service attendants, ordering systems, apps, and websites to make it easier for humans to communicate with the business.

What can Chatbots do for your business?

Integrating a chatbot into your business can:

- **Complement your customer service system, streamlining your customer service process by automating the handling of simple inquiries and tasks like bookings or payments**
- **Increase customer satisfaction by improving the speed and efficiency of communication with the business; chatbots can be available 24/7 and answer 100% of inquiries!**
- **Grow your business by redirecting resources from customer service representatives to other business-scaling roles**
- **Ensure friendly communication with customers, always; chatbots can be programmed to be happy, respectful, and even funny, which customers appreciate**
- **Improve your customer service and sales through analytics and data collection that allows chatbots to monitor interactions and adjust their processes and responses accordingly**

“CHATBOTS CAN **INTERACT** THROUGH MANY **POPULAR CHANNELS** SUCH AS A PHONE'S TEXT MESSAGING, FACEBOOK MESSENGER, AND **MANY MORE.**”



Case Study

In March 2016, The Good Spa Guide, a company that helps visitors find the best spas and treatments, wanted to build a chatbot that would help engage its users and help users navigate through the offers listed on its website. To Good Spa Guide, traffic and spa bookings are everything. Its email nurturing and broadcasts do well, but the team suspected they could do more with a chatbot. They approached a custom solution provider to build them one.

The solution provider built a brand new Facebook Messenger chatbot that enabled users to find, learn about, and book spa trips straight from their messenger app. The impact of the conversational chatbot was instant. Good Spa Guide's website traffic continued to show growth but was coupled with a rise in spa bookings.



THE RESULTS

- 47% *click through rate on automated messages*
- 29% *increase in website traffic in six weeks*
- 13% *increase in spa bookings*
- *The chatbot helps customers navigate the website before they even get there*

“WE BEGIN BY HELPING YOUR BUSINESS **IDENTIFY INTERACTION POINTS** THAT WOULD BENEFIT FROM A CHATBOT, WITH THE GOAL OF DELIVERING **REAL VALUE-ADDING AND COST-REDUCING** INTERACTIONS FOR YOUR BUSINESS.”

Check out the whole case study at:
www.workforcewindsoressex.com/ict-services



About the ICT Services Series

Workforce WindsorEssex has worked with local ICT service providers to produce brochures that help businesses explore how ICT solutions can save them time, money, and effort.

Thank you to this issue's contributing partner:

splice[®]
DIGITAL

Splice Digital builds custom chatbots for a variety of industries including retail, medical, service, property, and others.

They offer a host of services including:

- Artificial intelligence solutions
- Chatbots
- Business process automation
- Web development
- Custom software for business

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For more information on ICT services in Windsor-Essex, including past and upcoming issues, visit:

workforcewindsorsex.com/ict-services

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 **Ontario**
This project is funded in part by the Government of Canada and the Government of Ontario.